For Small Business

# Cisco - SMB/UC Solution Selling 201

Ray Arasteh
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Ingram Micro

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# Smart Business Communication Systems 2.0

## Simple, Complete, Secure Communications for Small Businesses

| Unified Communications | IP Phones | Switching | Wireless | WAN for Central & Remote Sites | Advanced Security |
|---|---|---|---|---|---|
| | | | | | |
| Unified 500 Series | 7900 & 500 Series | ESW 500 Series | AP500 | SR 520 | SA 500 |
| • 8 to 100 users<br>• Desktop & Rack Mount Models<br>• Optional Integrated WLAN AP on desktop models<br>• More License Upgrade Options | • All Cisco Unified IP Phones are supported including Cisco SPA 500 Series | • Small Business Pro ESW 500 Series Switches with options for PoE, non-PoE, 10/100, GigE, with 8, 24, and 48 ports | • 802.11n 2.4GHz or 5GHz Dual Model Access Point | • T1, DSL, Dual-E WAN Connectivity for central and remote sites including tele-worker | • Firewall (SPI)<br>• Email Security (Anti-x)<br>Web Security (Filtering)<br>• IPsec and SSL VPN<br>• VeriSign Identity Protection<br>• Optional 802.11n<br>• GE WAN port + Optional port (WAN, DMZ or LAN) |

Business and Productivity Applications Video Monitoring

Cisco Configuration Assistant 3.0

Third Party Network Monitoring Tools


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# Cisco UC Portfolio for SMB – At a Glance

| Cisco Unified Communications 300 Series | Cisco Unified Communications 500 Series | Cisco Unified CM Express | Cisco Unified CM Business Edition 3000 | Cisco Unified CM Business Edition 5000/6000 |
|---|---|---|---|---|
| 4-24 users<br>Standard hybrid voice, messaging, data, Wi-Fi<br>FXO, FXS, SIP | 8-104 users<br>Voice, messaging, video, data, Wi-Fi<br>FXO, BRI, T1/E1, FXS, SIP<br>Basic VPN, firewall | 5 – 450 users<br>Voice, messaging, video, mobility<br>Integrated TDM/IP GW<br>Optional; VPN, firewall | 75-300users<br>400 total devices<br>10 sites<br>Voice, messaging, mobility, TI/EIGW, GUI Management | 50-1000users<br>Voice, messaging, mobility, video<br>Advanced UC applications |
| SPA 300, 500 Series | SPA 300, 500 Series<br>6900, 7900 | 3900, 6900, 7900, 8900, 9900 Series | 7937, 3905, 6900 Series | 3900, 6900, 7900, 8900, 9900 Series |
| | | | | |
| UC320W | UC540 / 560 | ISR G1 & G2 | MCS 7816/7890 | MCS 7828/UCS C200M2 |


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# Cisco Unified Communications 500 Series Models 540, 560 Overview

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## Cisco Small Business

- Telephone call processing
- Voice mail and automated attendant
- Integrated productivity applications
- Full portfolio of Cisco® Unified IP Phones to meet small and medium business needs
- Simple license-based upgrades for growth
  - Up to 32 users on UC 540
  - Up to 104 users on UC 560
- Full voice over IP capability
- On-board wireless LAN (UC 540)
- System-level configuration and management for all solution components
- Solution includes switching, VPN, security, and data routing

Cisco Partner Select Certified

**8- to 32-User Desktop Model**

**16- to 104-User Rack Mount Model**

**Simple, Secure, Complete**


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# Cisco Small Business Pro
# Unified Communications 540 & 560 models

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Cisco Partner Select Certified

**Cisco Small Business Pro Unified Communications**

- Complete Communications and Messaging
- Simplified Licensing Model – Buy what you need!
- Connects to CRM, etc
- Grows from 8 to 104 Users

| Product SKU | Detailed Description | USD List Price |
|---|---|---|
| UC540W-FXO-K9 | 8 User Licenses for UC and Integrated Messaging, 4 FXO ports, 4 FXS ports, 8 POE 10/100 ports, Integrated Wireless and 1 VIC slot. Upgradable to 32 Max Users. | ~~$3095~~ $2,630 |
| UC540W-BRI-K9 | 8 User Licenses for UC and Integrated Messaging, 2 BRI ports, 4 FXS ports, 8 POE 10/100 ports, Integrated Wireless and 1 VIC slot. Upgradable to 32 Max Users. | ~~$3095~~ $2,630 |
| UC560-FXO-K9 | 16 User Licenses for UC and Integrated Messaging, 4 FXO ports, 4 FXS ports, 3 L2 GE Expansion ports, and 2 VIC slots. Upgradable to 104 Max Users. | ~~$4295~~ $3,650 |
| UC560-BRI-K9 | 16 User Licenses for UC and Integrated Messaging, 2 BRI ports, 4 FXS ports, 3 L2 GE Expansion ports, 2 VIC slots. Upgradable to 104 Max Users. | ~~$4295~~ $3,650 |
| UC560-T1E1-K9 | 16 User Licenses for UC and Integrated Messaging, 4 FXO ports, 4 FXS ports, 3 L2 GE Expansion ports, 1 T1E1 PRI port, and 1 VIC slot. Upgradable to 104 Max Users. | ~~$4995~~ $4,245 |
| L-UC-PRO-8U= | E-Delivery license for Cisco Small Business Pro UC500 Series for 8 additional users | ~~$1095~~ $930 |


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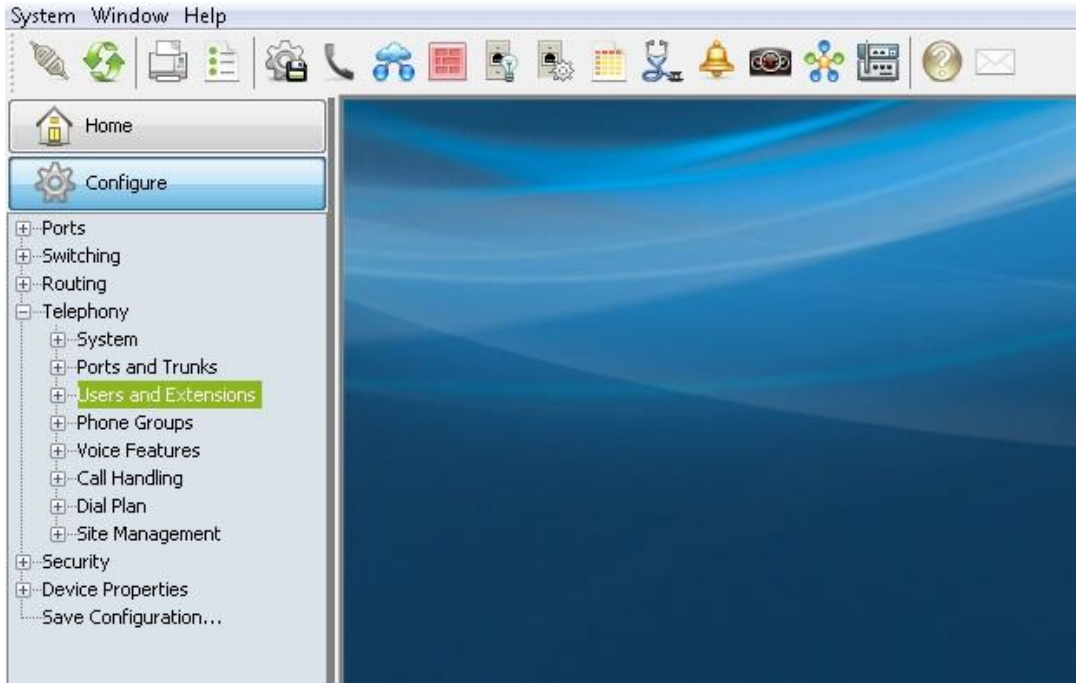
# Cisco Configuration Assistant 3.x

- GUI based Administration
- Setup wizards
- Multiple network views
- Simplified network reporting
- Drag and drop software updates
- Troubleshooting




**No extra cost for CCA**

Configuration, deployment, and ongoing network management support for the Cisco Smart Business Communications System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# Cisco UC320 Overview

- Web Based Admin + Wizards
- Up to 24 users
- Up to 12 PSTN, via SPA 8800
  - Up to 4 SIP accounts/trunks
  - Lifeline (FXS – FXO failover)
  - Local 911 even with SIP
- 2 USB ports
- Support for SPA300 and SPA500 wired and wireless phones

Internal Voicemail, 12h capacity

Integrated Auto-attendant

Music on Hold

Paging out

4 Gb LAN ports

4 FXO/Line ports (universal config)

1 FXS port for Phone/fax

Up to 1 Gb WAN Ethernet


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# Cisco UC320 Admin Screen

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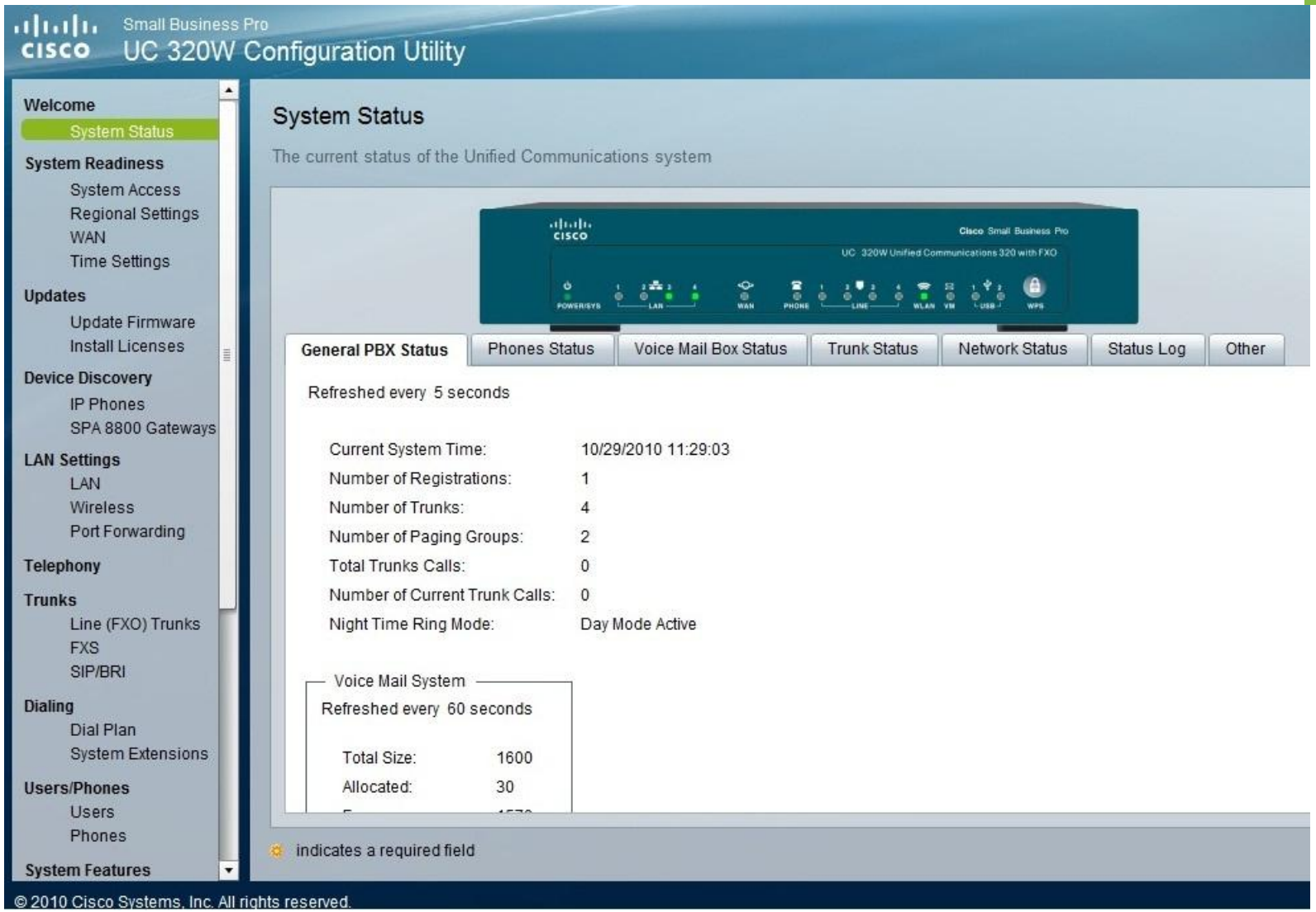


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# Planned UC320 List Pricing

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| UC320 SKUs | Description | List ($USD) |
|---|---|---|
| UC320W-FXO-K9 | UC320 base Unit with 24 users | $995 |

## Solution Components

| | | |
|---|---|---|
| SPA8800 | 4FXO/4FXS gateway | $600 |
| ESW520-8P-K9 | 8 port switch POE | $659 |
| ESW520-24P-K9 | 24 port switch POE | $1,059 |
| ESW520-24-K9 | 24 port switch | $659 |
| SPA502G | 1 line display phone | $164 |
| SPA504G | 4 line display phone | $189 |
| SPA508G | 8 line display phone | $225 |
| SPA525G | Multiline Color Wireless/wired desk phone | $430 |
| SPA303G | 3 Line Greyscale display | $125 |
| SPA301G | Basic Set, no display | $89 |
| 3 Year Support | Next Business Day Replacement | $149 |

**UC320 Proposed pricing – Not finalized Subject to change**


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# UC320 Vs. Key System Comparison

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| | Typical Key Systems | Cisco UC320 |
|---|---|---|
| Key System Functionality | ✓ | ✓ |
| PBX System Functionality | ? | ✓ |
| Wireless Voice Network | Extra $ | ✓ |
| Integrated Voice Mail | Extra $ | ✓ |
| Integrated Auto Attendant | Extra $ | ✓ |
| Advanced UC Messaging | | ✓ |
| Data Network | | ✓ |
| Wireless Data Network | | ✓ |
| Simplified GUI for setup (1 hour set up) | | ✓ |
| Price | $ - $$ | **$** |


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# Cisco 300 Series Switches

## Model Overview

### Fast Ethernet

**SF300-08**
8 10/100 ports

**SF302-08**
8 10/100 ports
2 combo mini-GBIC ports

**SF302-08P**
8 10/100 PoE ports
2 combo mini-GBIC ports

**SF302-08MP**
8 10/100 Maximum PoE ports
2 combo mini-GBIC ports

**SF300-24**
24 10/100 ports
2 10/100/1000
2 combo mini-GBIC ports

**SF300-24P**
24 10/100 PoE ports
2 10/100/1000
2 combo mini-GBIC ports

**SF300-48**
48 10/100 PoE ports
2 10/100/1000
2 combo mini-GBIC ports

**SF300-48P**
48 10/100 PoE ports
2 10/100/1000
2 combo mini-GBIC ports

### Gigabit Ethernet

**SG300-10**
8 10/100/1000 ports
2 combo mini-GBIC ports

**SG300-10P**
8 10/100/1000 PoE ports
2 combo mini-GBIC ports

**SG300-10MP**
10/100/1000 Maximum PoE ports
2 combo mini-GBIC ports

**SG300-20**
18 10/100/1000 ports
2 combo mini-GBIC ports

**SG300-28**
26 10/100/1000 ports
2 combo mini-GBIC ports

**SG300-28P**
26 10/100/1000 PoE ports
2 combo mini-GBIC ports

**SG300-52**
50 10/100/1000 ports
2 combo mini-GBIC ports


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# Smart Business Communications System Phones – with High Definition Voice

## Executives

**CP 7970**
Color
Touch Screen

**SPA 525G2**
Color
Bluetooth
Wifi
MP3 &Picture player
VPN, Video monitoring
Mobile Link

## Manager and Admin

**CP 7960**
6 Button
Hi Resolution Black and White or Color (7965)

**SPA 509**
12 Button
Hi Resolution Black and White

**SPA 508**
8 Button
Hi Resolution Black and White

## Power Users

**CP 7940**
2 Button
Hi Resolution Black and White or Color (7945)

**SPA 504**
4 Button
Hi Resolution Black and White

**SPA 502**
Hi Resolution Black and White

## Basic Phones

**CP 7911**
Black and White Display
Half Duplex Speaker

**SPA 303**
Black and White Display
Dual PC Switch Port
Full Duplex Speaker

**SPA 501**
8 Button
Paper Label
Full Duplex Speaker
Phone

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# Smart Business Communications System Phones - with High Definition Voice

## Wireless

**CP 7920**
Color
Bluetooth (7925**)**

**SPA 525G2**
Color
Bluetooth
Desktop
MP3 and Picture player
VPN, Video monitoring
Mobile Link

## Video

**CUVA**
USB Camera
PC Video Display
7900 Series Compatible

## Conference Room

**CP 7936**
Support for a third-party lapel microphone
Dynamic softkeys for phone functions
20 feet by 30 feet

**SPA 7937**
Support for a third-party lapel microphone
Dynamic softkeys for phone functions
Wideband Audio
Power over Ethernet
30 feet by 40 feet

## Analog Gateways

**ATA 186**
Supports two voice ports (FXS)
Independent telephone numbers per port

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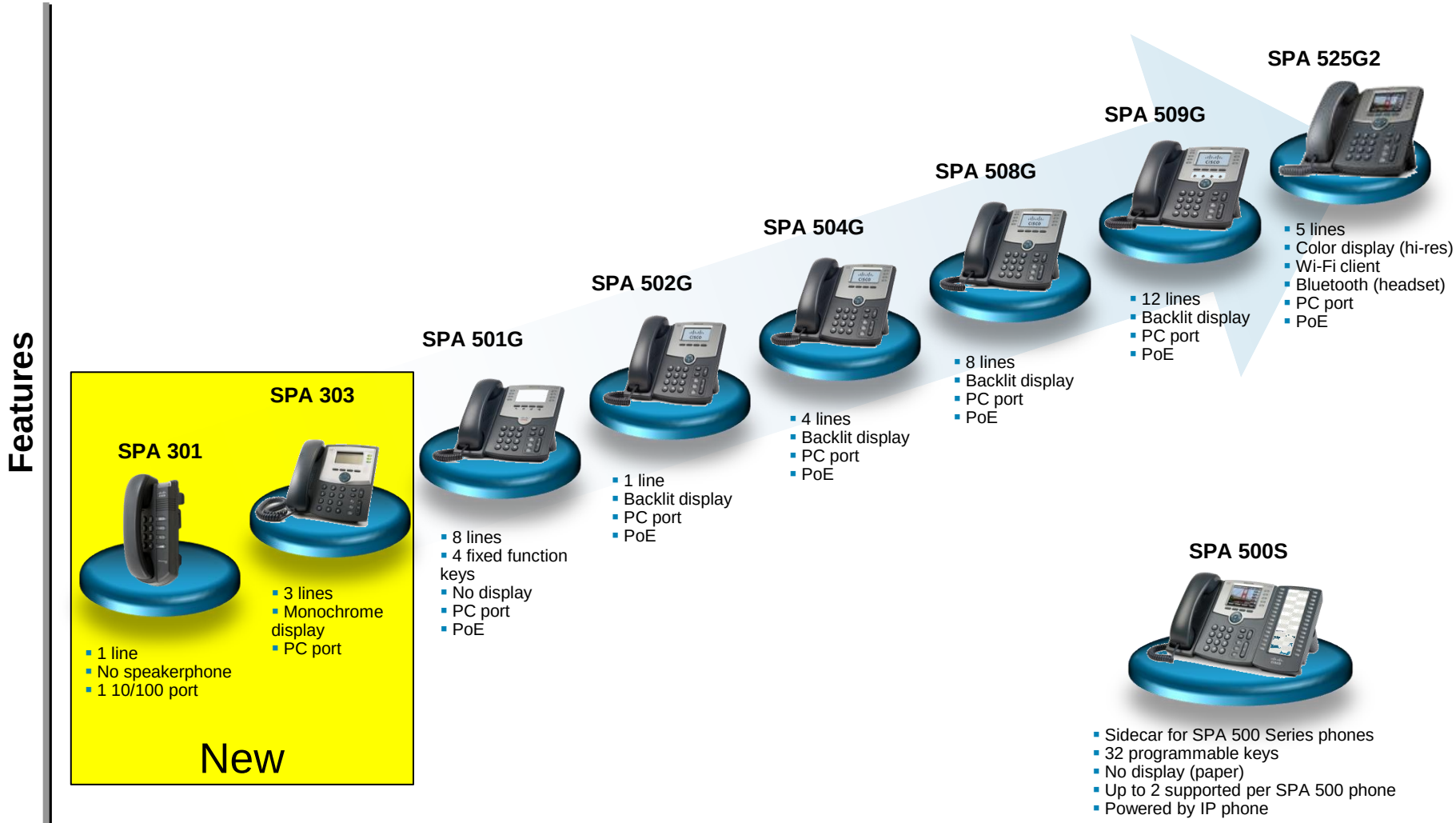
# SPA300 and SPA500 IP Phones

## Cisco Small Business





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# Cisco IP Communicator (Softphone)

For Small Business

- Easy to use—exact replica of Cisco® IP desk phone in software
- Use your office phone from anywhere in the world
- Connect via Internet and Cisco VPN client
- Use Bluetooth or USB headset
- Video supported
- Non-intrusive popup for new calls

**Lower Costs Using Corporate Calling Capabilities on the Road or Telecommuting**


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# Cisco Unified Video Advantage (CUVA)

- Video telephony to the desktop
- Audio on the Phone
- Video on PC
- Purchase a camera

**No extra cost or licensing**

**Address Travel Time and Expense but Keep Personal Touch**


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# Integrated Messaging

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- Visual access to voicemail from any IMAP email client (Microsoft Outlook)
- Prioritize, sort, and manage voicemail by caller ID
- Access voicemail in WAV format
- No additional software or licenses
- Save, forward voicemail
- VoiceView Express: access from XML display

**No extra cost or licensing**

## More Productivity with Visual Access to Voicemail


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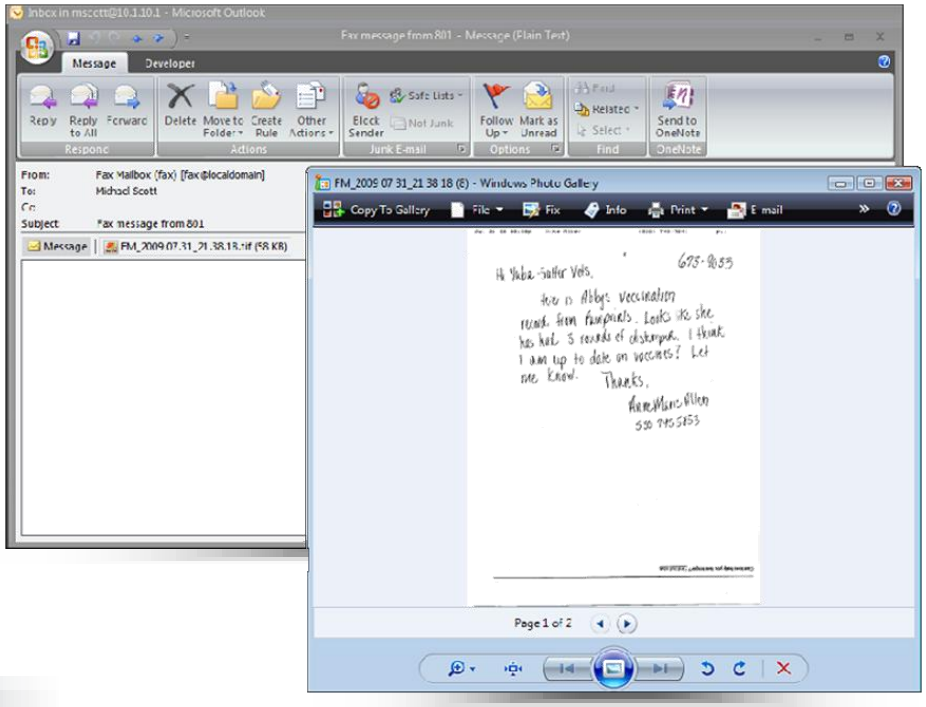
# Integrated Faxing

- Visual access to faxes from any IMAP email client (Microsoft Outlook)
- Prioritize, sort, and manage faxes by caller ID
- Access fax in TIFF format
- No additional software or licenses
- Save, forward faxes




**No extra cost or licensing**

## Same Message Medium for Faxes, Email, Voicemails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# Meet-Me Conferencing

- “Multi Party Conference” or “Conference Bridge” feature
- Allows up to 32 users simultaneously join a call
- Assign a DID to host external Conferences
- Perfect for sales meetings, executives, office managers

**Reduce or Eliminate Conferencing Costs**


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# SBCS Wireless Deployment

***SBCS now available with enhanced Wireless capabilities utilizing the SPA525G IP Phone: Industry first Wireless-G desktop IP Phone with Bluetooth®***

**Flexibility to put desktop IP Phones & full UC applications where there is no existing wiring!**

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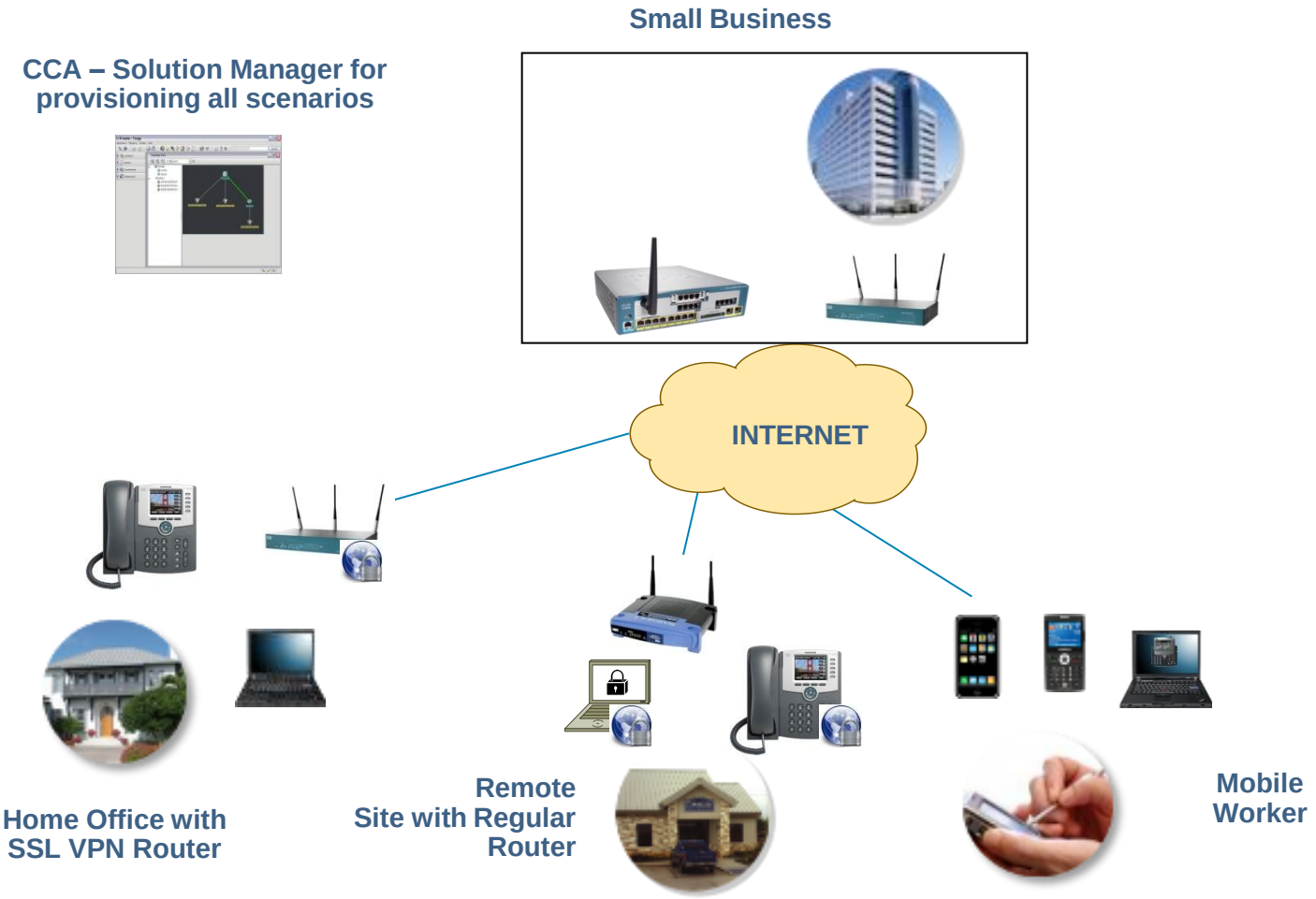
# Cisco SPA 525G IP Phone VPN Support


Small Business
CCA – Solution Manager for provisioning all scenarios
INTERNET
Home Office with SSL VPN Router
Remote Site with Regular Router
Mobile Worker

**Remote Access Requirements Vary Greatly by User, Location, Desktop and Other Criteria**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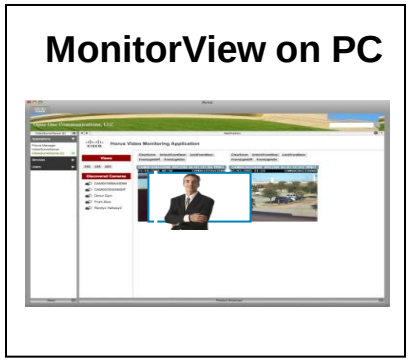
# Cisco SPA525G IP Phone MonitorView
## See who is in lobby or back door directly on IP Phone

- PVC 2300 IP Camera placed in lobby or by door, associated with calling phone
- Visitor sees Lobby Phone with sign to dial for attendant
- Attendant answers call from lobby phone and sees video stream from IP Camera on SPA525G phone or Windows Application
- Employee can then choose to answer call and speak with visitor or let them in the office



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# Cisco Office Manager

## Simplified administration for the small business

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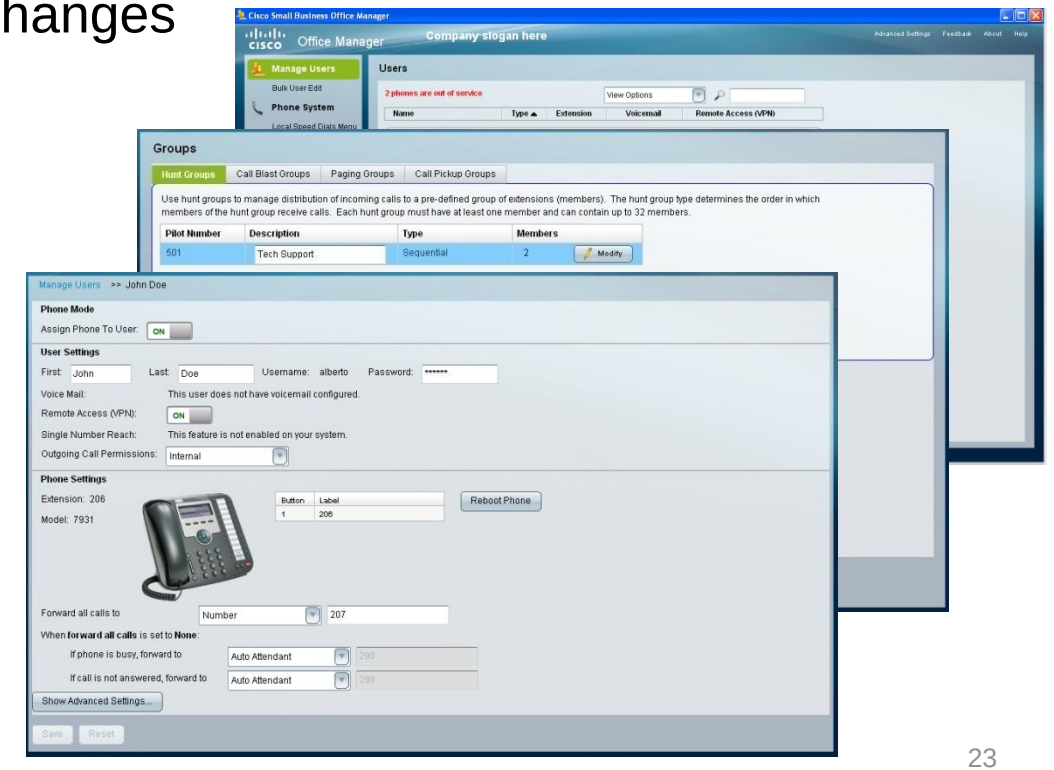
- Enables the business to handle routine tasks for SBCS
  - ✓Partner customizes the tool for the customer
  - ✓Partner can add logos, slogans, RSS feeds
  - ✓Single intuitive, easy to use control panel
  - ✓For basic user and system changes
    - Phone settings
    - Hunt groups
    - Manage users
  - No additional cost




* SBCS deployed using CCA only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# Cisco ESW 500 Series Switch
## Cisco Small Business

For Small Business

Best for Small Businesses That -

- Want a platform for system solutions: data, voice, security, and wireless
- Depend on VAR partners for solution recommendations and deployment

Benefits

- Complete portfolio with Fast Ethernet, Gigabit Ethernet, and PoE models - 8, 24 or 48 ports
- Easy device and system configuration and management with Cisco Configuration Assistant
- Cisco integrated, tested, and supported
- Enhanced 5-year warranty

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# Cisco AP 541N Wireless Access Point

## Cisco Small Business

- Designed and priced for small business
- Easy setup and installation with clustering (controller-less)
- Wireless N enables excellent coverage and product reliability
- Secure wireless guest and employee access to data and voice connectivity
- IEEE 802.11n Dual Band—user selectable 2.4GHz or 5GHz
- Advanced features—

  Strong Security, QoS, Rogue AP Detection, Seamless Roaming, Auto-Channel selection, Captive Portal Guest Access

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# Cisco SR 500 Series Secure Routers

| SR 520-FE-K9<br>SR 520W-FE-K9 | SR 520-ADSL-K9<br>SR 520W-ADSL-K9 | SR 520-ADSLI-K9<br>SR 520W-ADSLI-K9 | Cisco® SR 520-T1-K9 |
|---|---|---|---|
| 10/100 Mbps<br>Fast Ethernet | ADSL over POTS<br>Annex A | ADSL over ISDN<br>Annex B | T1 |
| 4-port 10/100 switch | | | 2 10/100 ports<br>for LAN and/or DMZ |
| 802.11 b/g (SR520W) | | | – |
| Firewall, IPS, IPsec VPN | | | Firewall |
| SSL VPN license (x 10 users) | | | Security license –<br>IPS, IPsec / SSL VPN |
| 1-year content filtering subscription | | | |
| SMARTnet, traditional support offers | | | Small Business Support<br>Service |
| Cisco | | | **Cisco Small Business** |


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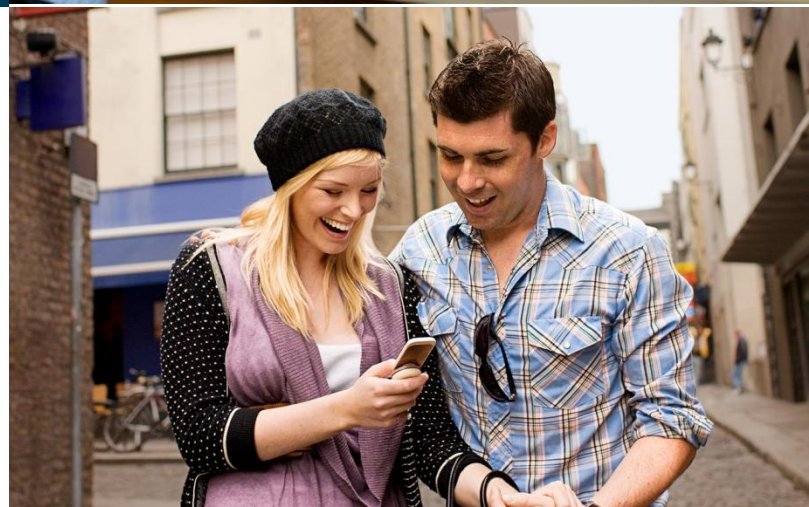
# Applications

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# New Smart Business Productivity Applications
## Bolster Productivity and Respond to Customers Faster

For Small Business

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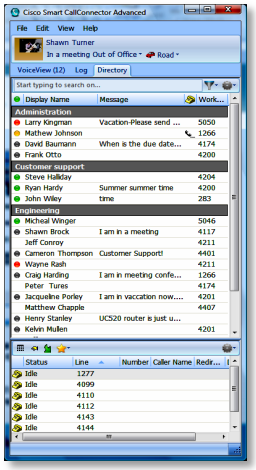
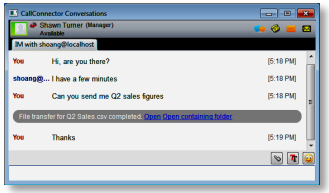
**Cisco Smart Applications for SBCS (Integrated with Unified 500 Series)**

- Cisco TimeCardView provides timecard access to staff through the IP phone.
- Single Number Reach virtually eliminates missed calls by routing all calls to user's preferred phone number.
- Cisco LiveRecord allows a call to be recorded from the IP Phone, recording available on as a Voicemail.
- Cisco Smart CallConnector (SCC) Suite drives productivity and collaboration among employees, with click to dial, directory integration, Instant messaging and presence


Cisco Smart CallConnector Advanced
File Edit View Help
Shawn Turner
In a meeting Out of Office Road
VoiceView (12) Log Directory
Start typing to search on...
Display Name Message Work...
Administration
Larry Kingman Vacation-Please send ... 5050
Mathew Johnson 1266
David Baumann When is the due date... 4174
Frank Otto 4200
Customer support
Steve Halliday 4204
Ryan Hardy Summer summer time 4200
John Wiley time 283
Engineering
Micheal Winger 5046
Shawn Brock I am in a meeting 4117
Jeff Conroy 4211
Cameron Thompson Customer Support! 4401
Wayne Rash 4211
Craig Harding I am in meeting confe... 1266
Peter Tures 4174
Jacqueline Porley I am in vaccation now.... 4201
Matthew Chapple 4407
Henry Stanley UC520 router is just u... 4201
Kelvin Mullen 4201
Status Line Number Caller Name Redir...
Idle 1277
Idle 4099
Idle 4110
Idle 4112
Idle 4143
Idle 4144


CallConnector Conversations
Shawn Turner (Manager)
Available
IM with shoang@localhost
You Hi, are you there? [5:18 PM]
shoang@... I have a few minutes [5:18 PM]
You Can you send me Q2 sales figures [5:18 PM]
File transfer for Q2 Sales.csv completed. Open Open containing folder
You Thanks [5:19 PM]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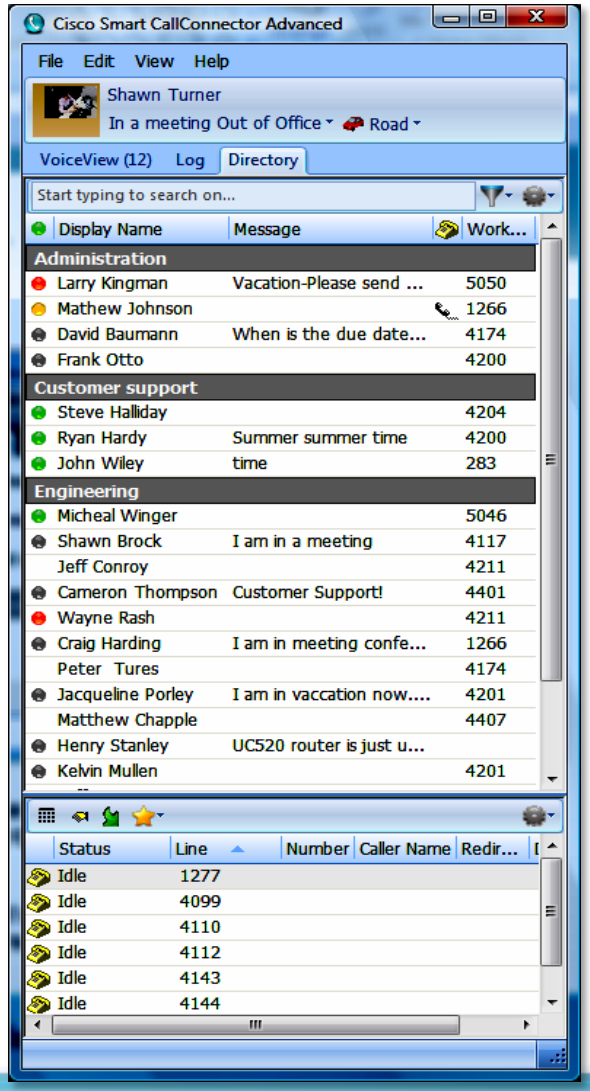
# Cisco Smart CallConnector Advanced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Henry Stanley UC520 router is just u...
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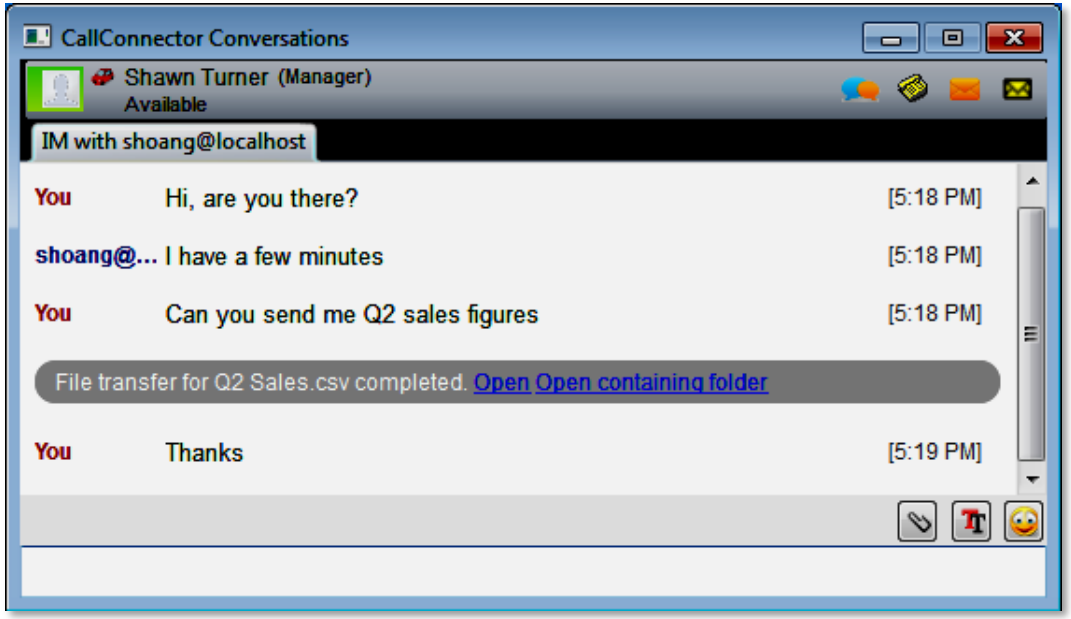
Status Line Number Caller Name Redir...
Idle 1277
Idle 4099
Idle 4110
Idle 4112
Idle 4143
Idle 4144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shoang@... I have a few minutes [5:18 PM]
You Can you send me Q2 sales figures [5:18 PM]
File transfer for Q2 Sales.csv completed. Open Open containing folder
You Thanks [5:19 PM]

From instant message window, users can chat, escalate to calls or group chat, send files, and view recent communications

Advanced client window show contacts, with photo/avatars, presence, and telephone status

**Users Can Click to IM, Call, Play Voicemail, View Presence and Phone Status**


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# Cisco Smart CallConnector Operator

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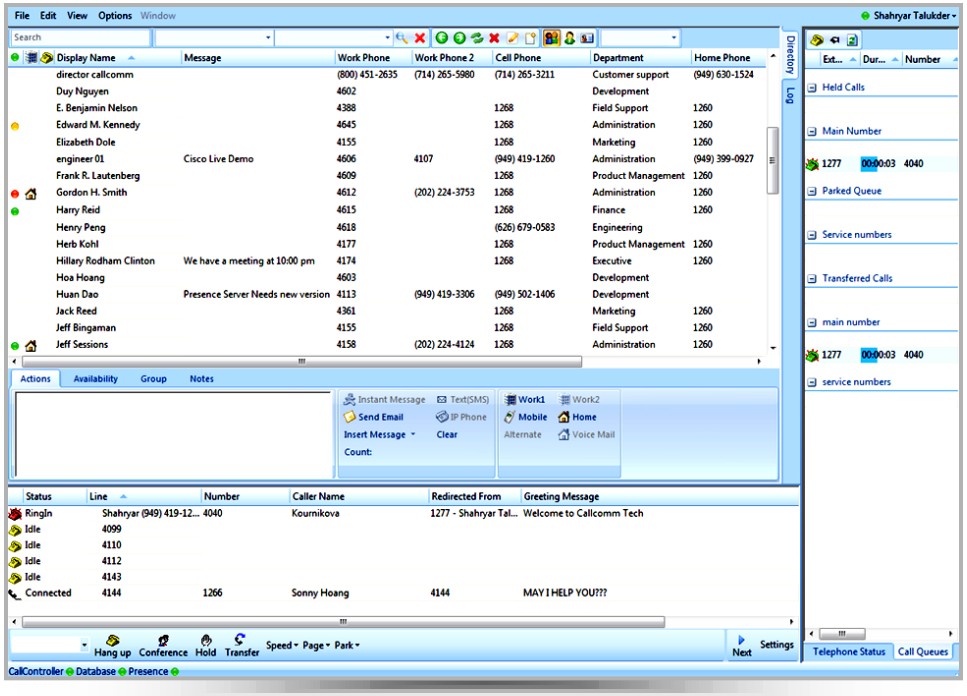
Attendant Console for UC 500 Series

Specifically designed for call, messaging and contact management requirements of an attendant

Key Features

- Can be deployed in single or multiple attendant positions
- Highly customizable graphical user interface
- Powerful Attendant call handling features
- Graphical call queues
- Presence and telephone status-integrated directories
- Integrated messaging services
- Pop-up notifications of voice messages


File Edit View Options Window
Shahryar Talukder
Search
Display Name Message Work Phone Work Phone 2 Cell Phone Department Home Phone
director callcomm (800) 451-2635 (714) 265-5980 (714) 265-3211 Customer support (949) 630-1524
Duy Nguyen 4602 Development
E. Benjamin Nelson 4388 1268 Field Support 1260
Edward M. Kennedy 4645 1268 Administration 1260
Elizabeth Dole 4155 1268 Marketing 1260
engineer 01 Cisco Live Demo 4606 4107 (949) 419-1260 Administration (949) 399-0927
Frank R. Lautenberg 4609 1268 Product Management 1260
Gordon H. Smith 4612 (202) 224-3753 1268 Administration 1260
Harry Reid 4615 1268 Finance 1260
Henry Peng 4618 (626) 679-0583 Engineering
Herb Kohl 4177 1268 Product Management 1260
Hillary Rodham Clinton We have a meeting at 10:00 pm 4174 1268 Executive 1260
Hoa Hoang 4603 Development
Huan Dao Presence Server Needs new version 4113 (949) 419-3306 (949) 502-1406 Development
Jack Reed 4361 1268 Marketing 1260
Jeff Bingaman 4155 1268 Field Support 1260
Jeff Sessions 4158 (202) 224-4124 1268 Administration 1260
Actions Availability Group Notes
Instant Message Text(SMS) Work1 Work2
Send Email IP Phone Mobile Home
Insert Message Clear Alternate Voice Mail
Count:
Status Line Number Caller Name Redirected From Greeting Message
RingIn Shahryar (949) 419-12... 4040 Kournikova 1277 - Shahryar Tal... Welcome to Callcomm Tech
Idle 4099
Idle 4110
Idle 4112
Idle 4143
Connected 4144 1266 Sonny Hoang 4144 MAY I HELP YOU???
Hang up Conference Hold Transfer Speed Page Park
Next Settings
CallController Database Presence
Directory Log
Ext... Dur... Number
Held Calls
Main Number
1277 00:00:03 4040
Parked Queue
Service numbers
Transferred Calls
main number
1277 00:00:03 4040
service numbers
Telephone Status Call Queues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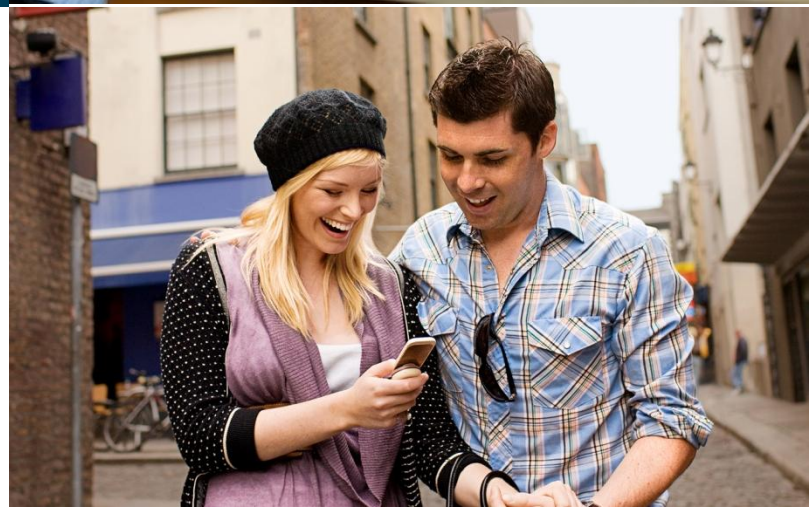
# The Cisco Difference

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# Small Business Support Service for All Cisco Small Business Products

For Small Business

cisco

## Small Business Support Service

- 3 years peace of mind support for *any* Cisco Small Business Series product
- Call and Online Chat Support
- Software Updates
- Next Business Day hardware replacement

## Four Banded Pricing

- Banded price based on device complexity

**Simplified Warranty**

Single, uniform warranty offered for all Cisco Small Business products


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# *Change Your Voice – Cisco Promotion*

## Promotion Outline

- ***Trade-In Rebate*:** **Up to $1,250/ phone system, $10/phone**
  - Purchase new Cisco SBCS. Trade-In old phone system
  - Can be combined with Cisco Capital
  - Eligible for PDF rebates
- ***Competitive Focus:*** All non-Cisco phone systems
- ***Target Partners:*** All SB Specialized Cisco Partners
- ***Promotional Period:*** ***Expires: July* 29, 2011**
- ***Theaters:*** US & Canada
- ***Trade-To SKU's*:** 12 SKUs - See following slide

www.ciscochangeyourvoice.com

**Convert Competitive Purchasers to *Cisco Small Business***

# Cisco Small Business Contacts

- **Cisco Small Business Support Center**
  - Phone: (866)606-1866
- **Ingram Micro Cisco Tech Support:**
  - Phone: (800)445-5066 x **24041**
- **Ingram / Cisco Resources**
  - **Ray Arasteh – Ingram Micro**
    - **Cisco Technology Solutions Engineer**
    - ray.arasteh@ingrammicro.com
    - **Ph: 714-382-2517**
  - **Michelle McCrea - Cisco Systems**
    - **Cisco Distribution Account Manager**
    - mccrea@cisco.com
    - **Ph: 716-604-2647**
  - **Michelle Edmonds - Ingram Micro**
    - **Cisco Small Business Market Development Manager**
    - michelle.edmonds@ingrammicro.com
    - 1.800.456.8000 Ext 67114

# Questions?

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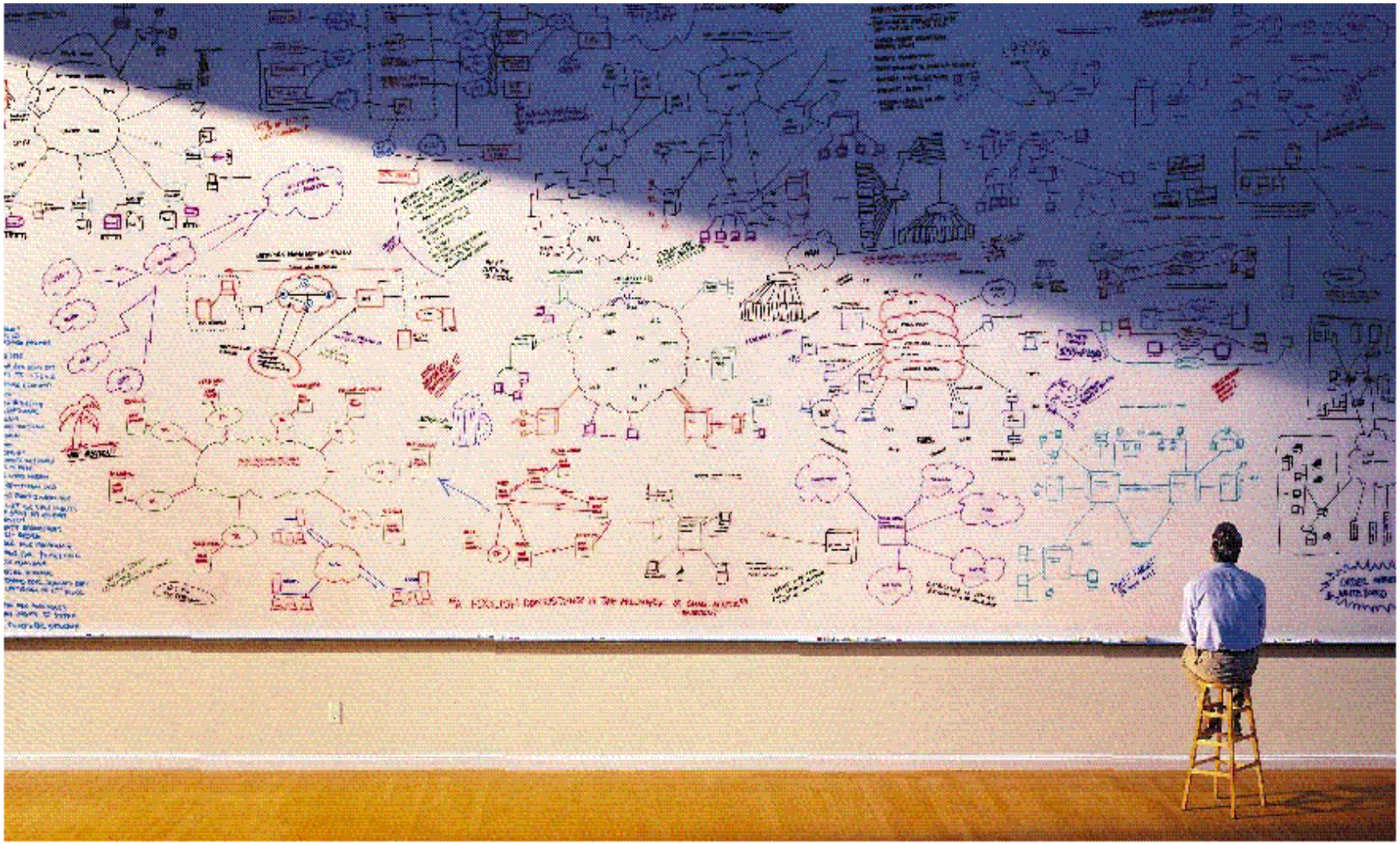


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